

ORDER



KSNV

Orders	Order / Rev:	108150
	Alt Order #:	06866655
	Product Desc:	OBAMA SKED B
	Estimate:	2189
	Flight Dates:	10/24/12 - 11/06/12
	Original Date / Rev:	10/22/12 / 11/12/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama for America
	Demographic:	A35+
	Product Codes:	PLC01-Democrat
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	11	\$11,205.00	\$9,524.25
10/29/12	11/05/12	15	\$13,155.00	\$11,181.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$11,205.00	\$9,524.25	0.00
November 2012	15	\$13,155.00	\$11,181.75	0.00
Totals	26	\$24,360.00	\$20,706.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	24%	\$24,360.00
Market	100%	\$101,500.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$27,405.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$25,375.00
KTUD	1%	\$1,015.00
KVVU	18%	\$18,270.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$5,075.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTWTF--	:30	4	\$725.00	1	0.00	NM	8	\$5,800.00
FIRST NEWS 3 AT FOUR															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					

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Flight Dates: 10/24/12 - 11/06/12

Advertiser: Obama for America
Product Desc: OBAMA SKED B
Estimate: 2189

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E 1	KSNV	10/24/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTWTF--	:30	4	\$725.00	1	0.00	NM	8	\$5,800.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	M-WTF--		4			\$725.00			0.00			
	Week:	10/30/12	11/05/12	MTWTF--		4			\$725.00			0.00			
E 2	KSNV	10/25/12	11/01/12	Thurs PR 8-9p Thursday Prime 8-9pm	CM	8-9pm	---T---	:30	1	\$2,400.00	1	0.00	NM	2	\$4,800.00
THE OFFICE/ PARKS & REC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1			\$2,400.00			0.00			
	Week:	10/29/12	11/04/12	---T---		1			\$2,400.00			0.00			
E 3	KSNV	10/25/12	11/01/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	2	\$6,400.00
THE OFFICE/ UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1			\$3,200.00			0.00			
	Week:	10/29/12	11/04/12	---T---		1			\$3,200.00			0.00			
E 4	KSNV	10/26/12	11/02/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	2	\$5,200.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1			\$2,600.00			0.00			
	Week:	10/29/12	11/04/12	----F--		1			\$2,600.00			0.00			
E 5	KSNV	10/24/12	11/05/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	MTWTF--	:30	4	\$250.00	1	0.00	NM	8	\$2,000.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	M-WTF--		4			\$250.00			0.00			
	Week:	10/30/12	11/05/12	MTWTF--		4			\$250.00			0.00			
E 6	KSNV	10/24/12	11/05/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	4	\$40.00	3	0.00	NM	4	\$160.00
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	M-WTF--		4			\$40.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/23/12-10/29/12		Last Call w/Carson Daly		136-205am	M-WThF----	:30	(\$40.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
	Week:	10/30/12	11/05/12	MTWTF--		4			\$40.00			0.00			
5	KSNV	10/30/12-11/05/12		Last Call w/Carson Daly		136-205am	MTWThF----	:30	(\$40.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
7	KSNV	10/30/12-11/05/12		Last Call w/Carson Daly		136-205am	MTWThF----	:30	(\$40.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
8	KSNV	10/30/12-11/05/12		Last Call w/Carson Daly		136-205am	MTWThF----	:30	(\$40.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
													Totals	26	\$24,360.00